

**REMARKS**

This is in response to the Office Action dated July 26, 2004. Claims 1-4, 6-7 and 9-10 are pending.

The only claim change herein is to address the informality with respect to claim 6. Thus, this amendment should be entered since no new issues have been presented and no new claims have been added.

Claim 1 stands rejected under 35 U.S.C. Section 103(a) as being allegedly unpatentable over Assouline in view of both Eberhardt and Mukai. This 3-way Section 103(a) rejection is respectfully traversed for at least the following reasons.

Claim 1 relates to a *guest-host* type liquid crystal display device. Guest-host type LCD are particularly advantageous in that the number of polarizers can be reduced thereby increasing transmission properties, and the brightness of the display can thus be improved. Moreover, a guest-host type LCD functions much differently from an optical perspective than does a typical TN LCD.

The Office Action admits on page 5 that Assouline and Eberhardt fail to disclose or suggest a guest-host type of LCD. These two cited references are entirely unrelated to the invention of claim 1 in this regard. Recognizing this fundamental flaw in Assouline and Eberhardt, the Office Action cites to Mukai (JP 02-079826). However, the combination of Assouline and Mukai is clearly improper. Mukai discloses a guest-host type LCD where LC molecules are upright when voltage is OFF, and realize a helical phase when voltage is ON. Thus, the display is of the normally white (NW) type, in that light is blocked by the guest when voltage is ON. Assouline is completely unrelated to Mukai's type of display and works in an entirely different manner optically. In contrast with Mukai, Assouline requires polarizers to

effect display since Assouline is not of the guest-host type. In Assouline light is blocked by polarizers, whereas in the guest-host type of Mukai it is blocked by guest material in the liquid crystal material. One of ordinary skill in the art would never have added guest material to the liquid crystal material of Assouline, because if this were done the intended functionality of Assouline's display would be destroyed.

Furthermore, Mukai does not disclose or suggest a front polarizer. Instead, Mukai states on page 2, lower right column, lines 13-16, that "the invention employs a guest-host type LCD, which does not have a polarizer." Thus, assuming *arguendo* that one were to modify Assouline by using the guest-host LC of Mukai therein as alleged in the Office Action (which would be incorrect in any event), one of ordinary skill in the art would never have used a front polarizer since Mukai teaches not to use a front polarizer in a guest-host type LC. Thus, the cited art teaches directly away from the invention of claim 1. The invention of claim 1 still would not be met with such a modification.

Moreover, there is absolutely no suggestion in the art of record for providing a guest-host type of LCD with multiple polarizing devices, including both a front polarizer and a polarizing element in front of the light diffusion element, as required by claim 1. Instead, the prior art teaches directly away from this since polarizers are typically reduced or eliminated in guest-host type LCDs. The art of record teaches directly away from the invention of claim 1 in this regard.

Claims 7, 9 and 10 also require a guest-host type display with multiple polarizing devices. The art of record fails to disclose or suggest this aspect of these claims, and instead teaches directly away from the same. As discussed above, there is absolutely no suggestion in the art of record for providing a guest-host type of LCD with multiple polarizing devices as called for in these claims.

For at least the foregoing reasons, it is respectfully requested that all rejections be withdrawn. All claims are in condition for allowance. If any minor matter remains to be resolved, the Examiner is invited to telephone the undersigned with regard to the same.

Respectfully submitted,

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